A PRELIMINARY STUDY OF THE SOCIAL PRESTIGE OF INDUSTRIES

by

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INTRODUCTION

Purpose of the Study

The purpose of this study was twofold: 2) to attempt to discover whether or not a social status or prestige hierarchy exists among industries, and b) to examine certain methodological considerations which might affect the results in sampling for this stereotype. For purposes of this study, social status or prestige was defined as by Ernest Hilgard: "By status we mean social ranking, whereby one man views himself, or is viewed by others, as superior or inferior. Levels of status apply to groups as well as to individuals. (12) " This was an exploratory study and was limited to a college population.

Need for the Study

It has been demonstrated repeatedly that a prestige hierarchy of occupations exists, beginning with the pioneer study of George S. Counts in 1925. Greatest prestige is usually associated with the professions and "higher" business occupations: skilled trades, technical opcupations and occupations in the distribution field tend to hold intermediate positions; the semi-skilled and unskilled occupations receive lowest prestige ratings.

It is assumed by people active in the field of guidance work that the high social status attributed to professional work has been instru-

mental in the decision of many young people to prepare for professional positions when they would have been much more successful and possibly happier in a technical or skilled level occupation. Deeg and Paterson (6) in the report of their study of occupational prestige state:

> Vocational counselors are well aware of the extent to which prestige factors such as the "white collar complex" interfere with appropriate vocational choices on the part of youth and adults alike and undoubtedly are responsible in part for widespread vocational dissatisfactions in the "lower" occupational levels . . . . The index in D. E. Super's The Dynamics of Vocational Adjustment published in 1942 contains seven citations to prestige and ten citations to Socio-economic Scale. By way of contrast, the index in H. D. Kitson's excellent book The Psychology of Vocational Adjustment, published in 1925, does not contain the terms prestige, social status, Socioeconomic Scale or social value of occupations.

To the writer's knowledge*, no comparable study has been made of social prestige which might conceivably be attached to various groups of industries.

Should the existence of a prestige hierarchy of industries be shown to exist, the information would be of value to the vocational counselor. The counselor would be alert to detect its prejudicing affect and to make available to the student information that would provide more adequate understanding of the opportunities in different industries. Indeed, the field of education as a whole could well profit from such information. The summary remarks in a report of the study of occupational prestige made by Baudler and Paterson (2) appear pertinent in this regard.

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* Indexes to all the bound volumns of The Personnel Journal, Psychological Abstracts since 1930, and numerous occupational information and guidance text books were consulted without discovering a single reference to social prestige as related to industry.

> Here is a challenge to vocational counselors and to those in education responsible for teaching youth about the world of work. Experiments could be set up to determine to what extent a funtional course in occupations or in vocational orientation can modify the social status rankings here disclosed. Or special arrangements might be made, whereby, for example, the needle trades industry in a given city might prepare trustworthy but attractive, illustrated educational materials for the use of a particular occupations course. The teacher in charge might have the pupils visit typical needle trades factories to learn at first hand what is done, what kind of people do it, to what extent steady work is provided, typical earnings, etc. Then rankings of occupations by the same pupils at a later date and in another type of course might be obtained to measure the extent to which their attitudes toward power sewing machine work have been affected. . . . Perhaps in time our courses on occupations might prove to be really functional. . . . Counselors, educators, employers and workers themselves can scarcely remain complacent in the face of the attitudes now existing. . . . Can we provide an attitudinal climate in which job satisfaction can eventuate from entering an occupation for which one is suited by ability, aptitudes, and interests? Do we not have a problem in the area of vocational choice, vocational training and occupational adjustment in which the emotional and feeling components loom large just as does the area of interracial and intercultural relations and understanding?

A study of industrial prestige would provide information that would be of value to those concerned with industrial personnel work. Surveys conducted from time to time by various industrial concerns demonstrate the interest that industries have in learning the public's attitude toward them. Personnel men are well aware of the influence of public opinion on their recruiting programs. Bellows states in his chapter on recruitment in Psychology of Personnel in Business and Industry (3) that:

> The reputation of the company in a community reflects rapidly in the kind of personnel who are attracted there for work. A company is described at the worker's dinner table as "the last place I'd ever see a friend of mine work." If the attitude is favorable to a company in a community, it is "a good outfit to work for." When there is a condition of tight labor market, this reputation assures that applicants for work will go first to the company in which they think they would like to work. The

position of the company within the community is considered here because if there are no applicants or only poor applicants the company suffers in its ultimate selection of a working force. Personnel sources discussed in this chapter are influenced by public opinion.

Super's (22) study of the relationship between occupational level and job satisfaction, while dealing particularly with occupations, affords some grounds for the opinion that the prestige associated with an industry may also be a factor in job satisfaction. While the present study does not attempt to explore this area, a start is made in this initial study of prestige in industry. Perhaps further studies may take up this problem to study the job satisfaction relationship of paired groups in various industries, if it is known that different social prestige values are associated in the mind of the public with different industries.

The continuing need for more adequate understanding of the way in which youth views the world of work justifies this study of social prestige of industries.

REVIEW OF RELATED RESEARCH

As indicated in the previous section, the writer found no research on the problem of social prestige of industries. The studies conducted on the social prestige of occupations was the most closely related research to the problem of this study.

Research on the social status of occupations was begun by George S. Counts in 1925 when he prepared a list of 45 occupations selected at random and submitted them to various groups to be ranked according to

their social standing. Samples were obtained from six groups in Connecticut, Minnesota and Wisconsin. Rank difference correlations among the six groups on the same questionnaire were all .90 or better. Thus he established the existence of a prestige hierarchy of occupations and made the point that section of country and parent's occupation had little effect upon the ranking of occupations. The professions and "higher" business occupations received high ranks; skilled trades, technical occupations and occupations in the distribution field received intermediate ranks, and the semi-skilled and unskilled occupations were given low ranks.

Other studies patterned after that of Counts soon followed. The study of Jerome Davis of 112 children in Russian schools was one of these. Made only two years after the Counts study, it demonstrated the fact that social prestige values attached to different occupations reflected the predominant social-economic arrangement prevailing in the nation. Peasant, aviator and doctor received high ranks, whereas banker, prosperous business man and minister were ranked quite low in the Russian study.

Andersen (1) in 1926 and 1929, used male students in North Carolina College to study social prestige of occupations. Ruch (17) in 1929 and 1939 also employed male college students to sample for occupational stereotypes.

Lehman and Witty (13) in 1931 asked 26,878 school children in Topeka, Kansas and Kansas City, Missouri to choose from a list of 200 occupations the three they thought were the most respected. They were also asked to

list the occupation they would be willing to enter, the three they would most like to enter and the three they believed were the best money makers. Although no correlations were made, the boys' list of prestige occupations appeared to include chiefly those which boys would be willing to enter, and the girls' prestige list included primarily occupations that girls would be willing to enter.

In 1932, Menger (14) developed a study of the social status of occupations for women. In 1940 Stevens (21) conducted a survey at Elmira College, New York, to determine the attitude of college women towards women's occupations. The subjects were asked to rate a representative list of occupations three times: first, according to the contribution to society which a woman in that occupation makes, second, according to the financial returns of the vocation, third, according to the social prestige, defined as "amount of honor associated with a given vocation." The average rank-difference correlation of each class was .95 with regard to contribution to society, .82 for financial returns and .76 for social prestige.

Nietz (15) in 1935 found the depression had had little effect upon the social status of occupations. Hartman (11) made a study of the relative social prestige of representative medical specialties. Hall (10) prepared a list of 252 occupations, printed the names on individual cards and asked a heterogenous group of 200 adults to sort the cards into eleven stacks according to the social prestige they personally attributed to the respective occupations.

In 1941, Osgood and Stagner (16) using 100 Dartmouth College students,

undertook an analysis of occupational stereotypes by pairing in rotation each of a list of 15 names of occupations with each of a set of ten characteristics in which these occupations might be thought of as differing. The techniques employed required the subject to rate a group of occupational stereotypes on a series of continua, the ends of which were defined in terms of the psychological opposites of these continua. For example, the stereotype surgeon was followed by a scale calling for a judgment in terms of degree of "brains" or "brawn" thought to be characteristic of this occupation. General rankings for prestige made after the test blank had been marked, correlated as highly as .99 with median judgments on the gradient test.

In 1943, Mapheus Smith (19) of the University of Kansas made a study of prestige status of 100 representative occupations and presented them in the form of a numerical scale.

Deeg and Paterson (6) in 1946 conducted a study to determine whether there had been any substantial change in the social status rankings of occupations since the time when Counts published his findings. Outside of changing the number of occupations from 45 to 25, as suggested by Counts, the questionnaire was essentially the same as that used by Counts. Returns were obtained from four groups as follows: 169 University of Minnesota General College students (freshmen and sophomores); 75 juniors, seniors and graduate students in the Vocational Psychology class at the University of Minnesota, 31 seniors in a Minneapolis vocational school and 200 seniors in a St. Paul academic high school. Median ranks were determined for each occupation and median rank orders

of the occupations established for each group. Intercorrelations (rank-difference) for the four groups ranged from .93 to .99. Rho for the consolidated median rank orders of the 1925 and 1946 studies was .97.

In 1947 Baudler and Paterson (2) conducted a study of occupational prestige of twenty-nine occupations usually engaged in by women. The procedure was based upon the pattern of the Counts study and the more recent Deeg and Paterson study.

The National Opinion Research Center, under the joint sponsorship of the President's Scientific Research Board, the College Study in Intergroup Relations (Wayne University) and the Graduate School of Ohio State University conducted in 1947 what Shartle (18) described as the most extensive study of occupational prestige. The data on 90 occupations were gathered through personal interviews with a representative sample of 2,920 people. Each occupation was rated according to "its general standing" using a five-point scale as follows: Excellent, Good, Average, Somewhat below average, Poor, Don't know. Shartle summarized the results of the study as follows:

> The survey showed occupations that had a considerable degree of responsibility for the public's welfare or that required considerable specialized training rated very high. U. S. Supreme Court Justice, Physician, State Governor, College President and Scientist were among the top ten. . . It was found that the average layman was quite consistent in the ratings, but that all occupational classes rated their own and related occupations higher than did other groups. The reasons given most often for rating a job excellent were high pay, service to humanity, much preparation required for entrance and high social prestige.

The most recent study found by the writer is that by Welch (23) with 500 students, freshmen through graduates, of Indiana State Teachers

College. The occupations were the same as those used by Deeg and Paterson. Median rank order of occupations was obtained for each group of subjects. Rho ranged from .97 to .99 among the groups.

PROCEDURE

Base Method

In light of the similarity of the problems, it was decided to employ as a base method a ranking procedure similar to that of the studies of occupational prestige made by Counts, Deeg and Paterson, Baudler and Paterson, and others. A representative list of industries was presented to a group of Kansas State students, who were asked to rank the industries in order of the social status which they felt the industries had in their communities. This is List I.

Faced with the necessity of keeping the length of the stimulus materials to a minimum in consideration of student interest and student fatigue, the basic stipulation was to make the list of the industries as representative as possible by including at least one industry from each of the nine major divisions in the Standard Industrial Classification Manual (20) published by the Bureau of Budget. A breakdown on the industrial groups to which the industries selected belong is given in the appendix.

Competitive industries were included in a few instances, as for example, bus companies, railroad companies, air transport companies and

trucking companies, in order to note rankings within industrial groups. In the wholesale and retail trade, the same commodity was designated, i.e., drugs, in order to detect any differentiation of prestige between the two parts of the same sales activity.

In order to avoid suggesting a particular stereotype, no description was included with the name of the industry on the list to be ranked.

Twenty-nine industries were finally selected because they seemed to satisfy the need for the list to be representative and of suitable length for administration. Most of the studies of occupational prestige have employed between twenty-five and thirty-five items. Counts used forty-five items but suggested afterward that his list was twenty items longer than it should have been.

The general directions and format, with the exception of slight changes necessary because of differences in the study, were the same as those of Baudler and Paterson (2). The industries were listed in alphabetical order, double spaced with a line before each industry for the student to indicate its rank. A row of numbers from 1 through 29 was included at the top of the list to permit the rater to cross out the numbers as they were used.

List I, the base method, was intended to obtain a response of the typical college student when confronted with a group of twenty-nine industries that he was expected to rank in order of the social prestige that he thought the industries had in his community. The instructions on List I were as follows:

> In most communities certain industries are accorded a higher rating than others. There is a tendency for us to "look up to"

> persons engaged in some industries and "down to" those engaged in others. We may even be ashamed or proud of our relatives because of the industry in which they work. In the following list are 29 industries which you are to rank according to what you think their social standing is in your community or state. Do not think of a particular firm or a particular job in that firm, but think of the industry as a whole. After that industry which you think is the most "looked up to" place the number "1"; after that which occupies second place in this respect the number "2"; and so on until finally you place the number "29" after the industry which receives the lowest social rating. Use a pencil so you can erase if you want to change your rating of an industry. To avoid confusion as you rank an industry with a number, cross out that number below.

Influence of Occupational Stereotype

In order to discover whether or not the student was influenced by social status of a particular occupation commonly associated with an industry, Lists II, III and IV were prepared.* Although these lists employed the same group of industries, the instructions were different for each list.

List II held the occupation constant at a "white collar" level and specifically asked the student to rank executives in the various industries according to the social status the student felt they had in his community. The instructions were as follows:

> In most communities certain industries are accorded a higher rating than others. There is a tendency for us to "look up to" persons engaged in some industries and "down on" those engaged in others. We may even be ashamed or proud of our relatives because of the industry in which they work. In the following list

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* A copy of each list is included in the Appendix.

> are 29 industries which you are to rank according to what you think the social standing of an executive in each of the industries is in your community or state. Do not think of a particular firm but think of the industry as a whole and then think how an executive in that industry would rank socially as compared with executives from the other industries on the list. After that industry whose executive you think is the most "looked up to" place the number "1"; after that industry which occupies second place in this respect place the number "2"; and so on until finally you place the number "29" after the industry which receives the lowest social rating. Use a pencil so you can erase if you want to change your rating of an industry. To avoid confusion as you rank an industry with a number, cross out that number below.

List III held the occupation constant at a "blue collar" level and specifically asked the student to rank laborers in the various industries according to the social standing the student felt they had in his community. The instructions for List III were as follows.

> In most communities certain industries are accorded a higher rating than others. There is a tendency for us to "look up to" persons engaged in some industries and "down on" those engaged in others. We may even be ashamed or proud of our relatives because of the industry in which they work. In the following list are 29 industries which you are to rank according to what you think the social standing of a laborer in each of the industries is in your community or state. Do not think of a particular firm but think of the industry as a whole and then think how a laborer in that industry would rank socially as compared with a laborer from the other industries on this list. After that industry whose laborers you think are the most "looked up to" place the number "1"; after that industry which occupies second place in this respect place the number "2"; and so on until finally you place the number "29" after the industry which receives the lowest social rating. Use a pencil so you can erase if you want to change your rating on any industry. To avoid confusion as you rank an industry with a number, cross out that number below.

List IV attempted to get a spontaneous expression from the student regarding the occupation associated with a particular industry, through a controlled association technique. The twenty-nine industries

were read one at a time to the student and he was allowed fifteen seconds to write down the first occupation that came to his mind. The instructions for List IV were as follows.

> This is part of the research for a thesis that is attempting to study occupational and industrial relationships. Twenty-nine industries will be read one at a time to you. After the name of the industry has been read, a short interval will be allowed for you to write the name of the first occupation that come to your mind when the industry is mentioned. The value of the study will in large measure depend upon the faithfulness with which you record the <u>first</u> occupation that comes to mind.

Data gathered by these three methods were compared with data gathered by the base method, List I.

Influence of Respondent's Personal Preference for Employment

In order to determine whether or not a relationship existed between the student's preference for employment and the prestige ratings of industries, List V was prepared. List V used the same twenty-nine industries and included the following instructions.

> In many industries there are a variety of positions. Frequently an individual is unable to secure employment in an industry that is his first choice; he then turns to an industry that is his second choice. Listed below are 29 industries. You are asked to rank them in order of your preference for employment. Do not think of a particular firm but think of the industry as a whole. After that industry you think you would most enjoy being associated with, place the number "1"; after that industry which occupies second place in this respect place the number "2" and so on until finally you place the number "29" after the industry you would find <u>least</u> attractive. Use a pencil so you can erase if you want to change your rating for any industry. To avoid confusion, as you rank an industry with a number cross out that number below.

The rankings given the industries by students completing List V

were compared with those obtained by the base method, List I, and other methods.

Statistical Treatment of Data

For groups completing each list the returns were segregated according to sex, thus forming two populations for each method employed. This breakdown provided evidence on the question of sex differences as well as testing consistency of rankings from one group to another.

For lists I, II, III and V, the median rank and quartile deviation (Q) were computed for each of the twenty-nine industries. The industries were then placed in rank order according to their medians and the correlation between males and females computed for each method according to the rank-difference procedure (rho). Intercorrelations by the rho method were also computed between the median rankings of the twenty-nine industries by males and females on the four lists.

For data gathered by method IV, the social-economic level code given in the Alphabetical Index of Occupations (7) was employed to arrange the responses into appropriate socio-economic levels and the percent of responses in each level was then computed for each industry. The total percent of responses in the upper four levels, what might be termed the percent of "white collar" response, was computed and the twenty-nine industries placed in rank order according to "white collar" pre-eminence. Rho was computed for the correlation between female and

and male groups of List IV and intercorrelations computed with rankings obtained by the other four methods.

The Populations

Five-hundred and thirty students at Kansas State College enrolled in the Spring 1953 semester in classes in General Psychology and Educational Psychology completed the rankings. Descriptions of each of the populations are included in the section that follows. List II was administered to the greatest number, 124, and List V to the smallest, 76, (this was the only group of less than 100 students). The students were predominantly native Kansans. *

RESULTS

A discussion of the results will be presented in four parts. Part one will take up the results obtained by the base method. Part two will take up in order the three methods employed to study the influence of occupational stereotype on the sampling for the industrial prestige hierarchy. Part three will discuss the influence of personal employment preference in sampling for industrial prestige. Tables summarizing the data gathered by each method follow immediately after

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* Among the 159 students asked in a spot check to indicate their home state, 140 indicated Kansas, 4 Missouri, 3 Nebraska, 2 Texas, 3 Illinois, 2 New York, 2 Hawaii, 1 Arkansas, 1 New Jersey, 1 California, and 1 Pennslyvania.

the discussion of the method. Part four will discuss the rankings of competitive industries.

Base Method - List I

Sixty-eight males and fifty-two females completed this list. Their respective curriculums and classifications are listed in Tables 1 and 2.* These students were all members of the same class in General Psychology. Although there appeared to be a substantially larger number of men in Business than in any other curriculum, twenty different curriculums were represented among the males. The females showed a greater number among Education and Home Economics. Fourteen curriculums were represented among the female group.

The median, quartile deviation and median rank order for each industry are shown in Table 1 for males and Table 2 for females.

The findings obtained by the base method are as follows:

a. The median rankings of industries distribute themselves over a wide range (from 2 to 27).**

b. The students were for the most part more in agreement on the industries they ranked extremely high and extremely low than they were on the ones that fell in the middle ranks. The quartile deviation for

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* No attempt was made to organize the curriculums into schools. It was thought that the way in which the student listed his curriculum was descriptive of his field of interest.

** Responses based upon pure chance should cause the rankings to cluster around the median value of 14.5.

Medical Service, ranked number one, is only 1.92 for males and 1.49 for females. Coal mining, ranked number twenty-nine, has a Q of 2.72 for males and 1.59 for females. All the Qs were relatively small, those for 24 males and 26 females were less than 6.0, indicating a uniformity of opinion among those ranking the industries.

c. The same industries appeared among the top five in both the male and female median rank orders and were in identical positions. The same five industries appeared among the bottom five for both groups. Three of these were in identical positions. Oil Drilling and Hotels change positions for the two groups but remained within the bottom five. There was a 73% overlapping of industries in each third of the rank orders, that is, 73% of the industries in the upper third of the rank order for each group were the same industries; likewise for the middle third and bottom third.

d. The correlation between the median rankings of the twenty-nine industries in the male and female groups was .90.* This indicated that such ratings are relatively uninfluenced by sex and demonstrated consistency of ranking from one group to another.

These results indicated that a definite prestige hierarchy exists among industries.

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* This is quite impressive in view of the fact that Table 49, "Correlation Coefficients at the 5% and 1% Levels of Significance," in Garrett's Statistics in Psychology and Education suggests that at the .01 level of confidence the null hypothesis may be rejected if a correlation of .47 is obtained.

Table 1. Social Status of Industries - Base Method (Group 1-male).

Median Rank Order	Industry	Median	Q
1.	Medical Services	2.11	1.92
2.	Banks	2.65	1.31
3.	Education	4.75	2.71
4.	Federal Government	5.35	3.87
5.	Farming	8.50	8.70
6.	Local Government	10.75	6.67
7.	Aircraft Manufacturing	11.50	4.67
8.5	Broadcasting Companies	12.50	6.25
8.5	Real Estate Companies	12.50	5.50
10.5	Air Transport Companies	13.17	3.75
10.5	Electric Light Companies	13.17	4.75
12.	Automobile Mfg. Companies	13.50	5.67
13.5	General Building Construction	14.00	4.80
13.5	Telephone Companies	14.00	5.00
15.	Chemical Manufacturing Cos.	14.25	4.90
16.	Machinery Manufacturing Co.s	14.50	5.43
17.	Food Mfg. Companies	15.25	4.85
18.	Publishing Companies	15.83	6.15
19.	Motion Picture Companies	16.25	7.87
20.	Railroads	16.70	6.83
21.	Retail Drug Companies	18.50	4.58
22.	Furniture Mfg. Companies	18.70	4.16
23.	Wholesale Drug Companies	19.33	3.58
24.	Hotels	21.00	4.93
25.	Oil Drilling Companies	21.50	6.83
26.	Bus Companies	22.00	4.83
27.	Trucking Companies	23.67	3.92
28.	Laundries	26.95	2.24
29.	Coal Mining Companies	27.00	2.72

Description of Group 1 - Male

Curriculum		Curriculum		Curriculum	
Agriculture	6	Engineering	6	Physical Science	3
Architecture	1	Humanities	1	Pre-Med	4
Arts and Science	4	Industrial Arts	1	Pre-Vet	4
Biological Science	1	Journalism	3	Psychology	1
Business	20	Mathematics	1	Speech	1
Chemistry	1	Music	1	Social Science	5
Education	1	Physical Ed.	3	N	68

Classification

Freshman - 30; Sophomore - 30; Junior - 2; Senior - 6; Graduate - 0.

Table 2. Social Status of Industries - Base Method (Group 1 -Female).

Median Rank Order	Industry	Median	Q
1.	Medical Services	2.07	1.49
2.	Banks	2.64	1.46
3.	Education	3.61	1.35
4.	Federal Government	4.00	2.75
5.	Farming	7.10	6.37
6.	Local Government	8.50	5.33
7.	Broadcasting Companies	9.50	3.66
8.	Real Estate Companies	10.83	4.87
9.	Publishing Companies	12.50	5.00
10.	Motion Picture Companies	13.50	5.83
11.5	Air Transport Companies	13.83	5.25
11.5	Electric Light Companies	13.83	3.91
13.	General Building Construction	14.17	6.62
14.	Telephone Companies	14.25	3.12
15.	Chemical Mfg. Companies	14.50	6.58
16.	Aircraft Mfg. Companies	14.83	5.33
18.	Food Mfg. Companies	16.50	3.90
18.	Retail Drug Companies	16.50	5.12
18.	Railroads	16.50	5.87
20.	Automobile Mfg. Companies	17.50	5.57
21.	Machinery Mfg. Companies	18.50	5.12
22.	Bus Companies	19.50	4.92
23.	Wholesale Drug Companies	19.83	3.79
24.	Furniture Mfg. Companies	20.36	4.06
25.	Hotels	21.17	4.98
26.	Oil Drilling Companies	22.00	5.75
27.	Trucking Companies	26.00	2.40
28.	Laundries	27.35	1.96
29.	Coal Mining Companies	28.20	1.59

Description of Group 1 - Female

Curriculum

Art	1
Arts and Science	2
Business	6
Education	10
English	1
Home Ec.	14
Humanities	1

Curriculum

Language	1
Music	2
Physical Ed.	7
Psychology	1
Radio	1
Social Science	4
Zoology	1
N.	52

Classification

Freshman - 45; Sophomore - 6; Junior - 1; Senior - 0; Graduate - 0.

Influence of Occupational Stereotype

List II. Forty-eight males and seventy-six females ranked this list. They were members of an Educational Psychology class and a class in General Psychology, together with a small group from a Social Psychology class. Descriptions of the groups are given in Tables 3 and 4.

List II required the students to rank executives in the various industries according to the social position which the students thought the executives held in their communities.

Major shifts in median rank order on this list from that reported by our base method were the dropping of Farming to middle and low-middle positions, the dropping of Local Government by the male group to a middle position and the elevation of Railroads by both male and female groups from low to high-middle positions. It is possible that the difficulty of associating the position of executive with the Farming industry may have accounted in part for the change in the position of that industry. It might be of interest to note that almost a fourth of the male students completing this list were in the Agriculture curriculum. Education and Home Economics were again predominate in the curriculums listed by females.

The findings obtained by List II are as follows:

a. The median rankings of industries distribute themselves over a wide range (2 to 28).

b. The quartile deviations ranged from 0.89 to 9.50. Twenty-four of the male Qs and twenty-five of the female Qs were less than 6.0, indicating a moderate uniformity of opinion.

c. 86% of the industries in each third of the rank order are the same in the male and female groups.

d. The correlation between the median rankings of the twenty-nine industries in the male and female groups was .90*, indicating the consistency of the prestige hierarchy and the lack of sex differences in making such ratings.

e. When the results from List II were compared with those found by the base method, List I, it was found that:

1) There was 80% overlapping of the industries in each third of the two male rank orders and 66% overlapping of the industries in each third of the two female rank orders.

2) Correlation between the two male groups was .89* and between the two female groups was .78*.

The results obtained by means of List II would indicate the existence of a definite prestige hierarchy greatly similar to that found by List I. There was substantial agreement in the results obtained from the two different methods. The association of a high level occupational stereotype with each industry did not appear to alter greatly the students' ranking of the twenty-nine industries.

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* Significant at the one percent level.

Table 3. Social Status of Industries - Executive (Group 2 - male).

Median Rank Order	Industry	Median	Q
1.5	Banks	3.00	2.25
1.5	Medical Services	3.00	3.00
3.	Federal Government	3.90	3.20
4.	Education	5.17	5.75
5.	Automobile Manufacturing	7.50	4.12
6.	Air Transport Companies	9.50	4.65
7.	Broadcasting Companies	10.25	4.29
8.	Aircraft Mfg. Companies	11.00	4.75
9.	Railroad Companies	11.70	4.00
10.	Chemical Mfg. Companies	12.50	4.37
11.5	Farming	13.50	9.50
11.5	Machinery Mfg. Companies	13.50	6.87
13.5	General Building Construction Firms	14.00	8.00
13.5	Motion Picture Companies	14.00	8.25
15.	Local Government	14.50	7.66
16.	Publishing Companies	15.00	5.60
17.	Food Mfg. Companies	15.50	4.03
18.5	Electric Light Companies	16.50	5.00
18.5	Telephone Companies	16.50	4.37
20.	Real Estate Companies	18.17	4.87
21.5	Furniture Manufacturing Co.s	19.00	3.54
21.5	Hotels	19.00	6.00
23.	Wholesale Drug Companies	20.00	4.33
24.	Retail Drug Companies	20.25	4.87
25.	Bus Companies	21.25	4.41
26.	Oil Drilling Companies	21.50	5.25
27.	Coal Mining Companies	23.50	4.64
28.	Trucking Companies	24.75	5.81
29.	Laudries	27.50	1.64

Description of Group 2 - male:

Curriculum

Agriculture	11	Humanities	1
Architecture	2	Industrial Arts	2
Arts & Science	4	Journalism	3
Business	6	Mathematics	1
English	1	Physical Ed.	2
Engineering	1	Pre-Law	1
Geology	2	Pre-Med	1
History	1	Pre-Vet	1
Home Ec.	1	Psychology	4
		Social Science	3
		Total	48

Classification

Freshman - 17; Sophomore - 20; Junior - 6; Senior - 4; Graduate - 1.

Table 4. Social Status of Industries - Executive (Group 2 - female).

Median Rank Order	Industry	Median	Q
1.	Federal Government	2.23	2.02
2.	Banks	2.94	2.52
3.	Medical Services	3.29	2.82
4.	Education	6.07	4.34
5.	Aircraft Mfg. Companies	8.50	4.19
6.	Broadcasting Companies	9.10	3.50
7.	Automobile Mfg. Companies	9.62	4.12
8.	Local Government	10.25	5.93
9.	Chemical Mfg. Companies	10.79	4.42
10.	Air Transport Companies	11.75	5.62
11.	Railroad Companies	12.07	5.41
12.	Publishing Companies	12.90	6.15
13.	Electric Light Companies	14.25	4.35
14.	Real Estate Companies	14.50	4.41
15.	Motion Picture Companies	14.75	6.06
16.	Telephone Companies	15.33	4.41
17.	Food Mfg. Companies	15.50	4.25
18.	Machinery Mfg. Companies	16.50	5.04
19.	General Building Construction Co.s	16.70	6.00
20.	Furniture Mfg. Companies	18.75	3.81
21.	Wholesale Drug Companies	19.30	3.91
22.	Farming	19.75	7.25
23.	Oil Drilling Companies	20.00	5.40
24.	Retail Drug Companies	21.00	3.61
25.	Hotels	21.17	5.33
26.	Bus Companies	23.30	3.87
27.	Trucking Companies	25.38	2.04
28.	Coal Mining Companies	26.00	3.13
29.	Laundries	28.57	0.89

Description of Group 2 - female:

Curriculum		Curriculum	
Art	1	Journalism	1
Arts & Science	5	Music	1
Business	1	Physical Ed.	7
Education	14	Radio	1
History	2	Social Science	3
Home Economics	36	Special	1
Humanities	3	Total	76

Classification

Freshman - 34; Sophomore - 28; Junior - 11; Senior - 1; Graduate - 2.

List III. Forty-eight males and sixty-six females ranked this list. They were members of an Educational Psychology class and a class in General Psychology. Descriptions of the groups are given in Tables 5 and 6.

This method required the students to rank laborers in the various industries according to the social position which the students thought the laborers held in their communities.

The most noticeable fact in the results from this method is the drop of Education to position number 15 by the male groups. The large Q, 10.25 (one of the largest in this study) indicates the difficulty male students had agreeing on the social position of laborers in Education.* Perhaps here, as with Farming on List II, the change was in part due to the employment of an occupation not popularly associated with that particular industry. Females in this instance did not appear to have that difficulty; they ranked Education in the top five, the same position given it on the two previous lists.

The findings obtained by List III are as follows:

a. The median rankings of industries distribute themselves over a wide range (3 to 27).

b. Twenty-one of the male Qs and twenty-three of the female Qs were less than 6.0, indicating slightly less uniformity of opinion than the previous two lists.

c. 86% of the industries in each third of the rank order are the

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* Responses gathered by method IV indicated that almost without exception "teacher" is the first occupation associated with Education.

same in the male and female groups.

d. The correlation between the median rankings of the twenty-nine industries in the male and female groups was .93*, indicating the consistency of the prestige hierarchy and the lack of sex differences in making such ratings.

e. When the results from List III are compared with those found by the base method, List I, it was found that:

1) There was 86% overlapping of the industries in each third of the two male rank orders and 72% overlapping of the industries in each third of the two female rank orders.

2) Correlation between the two male groups was .89* and between the two female groups was .92*.

f. When the results from List III were compared with those found by the second method, List II, a correlation of .81* between the male groups and .84* between the females was obtained.

The results obtained by means of List III indicate the existence of a definite prestige hierarchy greatly similar to that found by the base method, List I, and also greatly similar to that found by List II. The association of a low level occupational stereotype with each industry did not appear to alter greatly the students' ranking of the twenty-nine industries from the rankings given when no occupational stereotype was given, as in the base method, or from the rankings of students who were asked to think of high level occupations in connection with each industry.

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* Significant at the one percent level.

Table 5. Social Status of Industries - Laborer (Group 3-male).

Median Rank Order	Industry	Median	Q
1.	Banks	3.90	5.10
2.	Federal Government	4.50	4.54
3.	Medical Services	6.00	6.13
4.	Farming	6.50	5.08
5.	Broadcasting Companies	8.90	4.33
6.	Aircraft Mfg. Companies	9.50	3.91
7.	Air Transport Companies	10.00	4.79
8.5	Local Government	11.50	7.80
8.5	Real Estate Companies	11.50	6.08
10.	Publishing Companies	12.50	6.00
11.	Automobile Mfg. Companies	12.64	4.00
12.	Motion Picture Companies	12.75	6.30
13.5	Chemical Mfg. Companies	13.00	5.75
13.5	Electric Light Companies	13.00	4.25
15.	Education	13.50	10.25
16.	Machinery Mfg. Companies	14.50	5.83
17.	Telephone Companies	15.50	5.16
18.	Food Mfg. Companies	16.50	5.00
19.	Retail Drug Companies	16.75	5.67
20.	Railroads	17.25	7.50
21.	Wholesale Drug Companies	17.50	4.16
22.	Furniture Mfg. Companies	17.75	4.75
23.	General Building Construction Co.s	18.50	6.87
24.	Bus Companies	19.50	4.41
25.	Oil Drilling Companies	23.10	4.13
26.	Trucking Companies	23.83	3.83
27.	Coal Mining Companies	24.50	3.50
28.	Hotels	25.07	4.00
29.	Laundries	26.93	2.47

Description of Group 3 - male:

Curriculum		Curriculum		Curriculum	
Accounting	1	English	1	Journalism	1
Agriculture	10	Engineering	3	Physical Ed.	3
Ag. Education	8	Geology	1	Physical Sc.	1
Arts & Science	4	History	1	Pre-Vet.	4
Business	3	Humanities	1	Radio	1
Education	2	Indus. Arts	2	Social Science	1

Total - 48

Classification:

Freshman - 22; Sophomore - 21; Junior - 3; Senior - 1; Graduate - 1.

Table 6. Social Status of Industries - Laborer (Group 3 - females).

Median Rank Order	Industry	Median	Q
1.	Banks	3.75	4.28
2.5	Medical Services	4.50	5.53
2.5	Federal Government	4.50	3.27
4.	Farming	6.17	6.83
5.	Education	6.83	6.95
6.	Local Government	7.00	6.00
7.	Broadcasting Companies	9.50	5.52
8.	Aircraft Mfg. Companies	10.00	5.83
9.5	Chemical Mfg. Companies	10.50	6.12
9.5	Publishing Companies	10.50	4.00
11.	Real Estate Companies	11.75	4.50
12.5	Air Transport Companies	12.00	4.91
12.5	Electric Light Companies	12.00	4.40
14.	Telephone Companies	12.25	5.29
15.	Automobile Mfg. Companies	13.25	5.46
16.	Retail Drug Companies	13.83	5.00
17.	Food Mfg. Companies	15.30	3.78
18.	Motion Picture Companies	15.75	7.00
19.	Machinery Mfg. Companies	16.50	4.73
20.	Wholesale Drug Companies	16.90	3.37
21.	Furniture Mfg. Companies	17.10	2.40
22.	General Building Construction Co.s	17.25	5.75
23.	Railroads	21.00	6.33
24.	Bus Companies	22.17	3.75
25.	Oil Drilling Companies	23.50	5.57
26.	Hotels	24.75	4.50
27.	Trucking Companies	25.17	2.66
28.	Laundries	26.17	2.00
29.	Coal Mining Companies	27.83	3.33

Description of Group 3 - female:

Curriculum		Curriculum	
Arts and Science	3	Mathematics	1
Business	5	Physical Education	1
Education	12	Psychology	2
English	2	Radio	1
Home Economics	29	Social Science	2
Journalism	2	Total	60

Classification:

Freshman - 34; Sophomore - 22; Junior - 2; Senior - 1; Graduate - 1.

List IV. Fifty males and fifty-two females completed this list. They were members of an Educational Psychology class and a class in General Psychology. Descriptions of the groups are given in Table 7.

Students were asked by this method to respond with the first occupation that came to mind when each of the twenty-nine industries was read. Fifteen seconds was adequate time in most instances for all the students to make a response. Occasionally an item was left blank, indicating that the time was not long enough for the student to do much thinking. Each occupation that was suggested for an industry was classified according to the socio-economic level listed in the Alphabetical Index of Occupations (7).*

The responses were for the most part what an appriori estimate would suggest. A small percent of the responses were either incomplete or inadequate and were classified in level nine. The most frequent type of response placed in level nine was the simple restatement of the industry, e.g., "making cars" in response to the stimulus Automobile Manufacturing. Responses for certain industries were almost entirely one occupation, as for example, "teacher" to Education; "chemist" to Chemical Manufacturing; "doctor" or "nurses" to Medical Services.

In other industries, the responses ranged over several occupations and yet remained predominantly within either the "white collar"** or

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* A portion of the introduction to the book,(7), describing the construction of the scale is included in the Appendix.

** Upper four socio-economic levels. 0- professional persons; 1 - farmers (owners and tenants); 2 - proprietors, managers and officials, (except farmers); 3 - clerks and kindred workers.

"blue collar"* area. Motion Picture responses were divided among actors, camera men and projectionists (professional); Producers and directors (managerial); ticket office help (clerical) - all "white collar". Banks had responses divided among tellers and bank presidents, with a few stenos and accountants - all "white collar". Responses to Retail Drug Companies were predominantly among three occupations: pharmacists and owners (managerial), and sales people (level 3) - all white collar. Electric Light Companies, by contrast, had responses predominantly in the "blue collar" level although divided among several occupations: a few electrical engineers (level 1); electricians (level 4); linemen (level 5). Among female responses to Electric Light Companies, there were less electrical engineers but meter readers and clerical positions were suggested. Difference in sex was also significant in responses to telephone companies where the percent of operators was higher for women and that of linemen rose appreciably for males. Federal Government was divided between clerical and officials.

In a few industries the responses were almost equally divided between "white collar" and "blue collar" responses. Responses to Furniture Manufacturing included: designers (level 1); proprietors (level 2); Sales (level 3); cabinetmakers and painters (level 4); packers and assembly line workers (level 5). Responses to Hotels included: managers (level 2); clerks (level 3); maids and bell boys (level 8).

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* Levels: 4 - skilled and foremen; 5 - semi-skilled; 6 - farm laborers; 7 - other laborers; 8 - servant classes; 9 - indefinite and illegible.

Among the male group sampled by this method, Air Transport, which was ranked consistently in the upper ten positions by the other methods, was ranked last when the industries were arranged according to percent of responses in the "white collar" level. This was because 88% of the male responses were at the skilled level - the level where pilots are classified according to the index used for this study.

The somewhat higher percentages than might be expected in level four for Local Government and Railroad Companies are accounted for in part by the fact that policemen and railroad conductors, (together with locomotive engineers and foremen), are classified at the skilled level.

Percent of responses in each of nine socio-economic levels is given for males in Table 8 and for females in Table 9. Total percent of responses in the upper four levels (constituting a "white collar" group) and a rank order arranged upon that basis is given in Tables 10 and 11.

Findings obtained from List IV are as follows:

a. The majority of students associate only one or two occupational levels (and often only one or two occupations) with an industry, as suggested by the high percent of responses in one or two levels for each industry.

b. There was a definite uniformity of opinion from group to group regarding the level of occupation associated with each industry, as evidenced by the high correlation, .94*, between rank orders of male and

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* Significant at the one percent level.

female group when arranged according to percent of "white collar" responses. This correlation also indicated that sex differences were immaterial.

c. When the ranking of industries obtained by arranging the industries according to social level of responses (i.e., percent of "white collar" responses) was compared with the median rank order obtained by the base method, List I, the correlation was significant, .50* for men and .70* for women, but not as high as might be expected.**

d. When the rankings of industries obtained by this method were compared with the rankings obtained by methods II and III, correlations similar to those with the base method were secured: .40*** with males of List II, .50* with females of List II; .52* with males of List III, .68* with females of List III.

General observations concerning influence of occupational stereotypes in sampling for prestige of industries. The high intercorrelations between our base method, List I, and methods II and III suggest than even though the student was asked to associate a particular occupational stereotype with the various industries (in the one instance executive and in the other laborer), he was unable to do so because of

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* Significant at the one percent level.

** It was observed that the index used to classify the occupational responses was not, strictly speaking, a prestige index; but it was based upon socio-economic considerations determined, in part, by length of time required in preparation for the occupation. It is possible that if the most frequently appearing occupations secured by List IV were submitted to a college group to be rated for social prestige and the rankings thus secured compared with those obtained by the base method of this study a much higher correlation might appear.

*** Significant at the five percent level.

a more basic stereotype already fixed in his mind. This basic stereotype seemed to determine the way he would rank an industry regardless of the varied occupations in that industry.

However, the distribution of occupational responses obtained by method IV gives some indication that the stereotype underlying the industrial prestige hierarchy is itself, at least in part, an occupational stereotype. This point would possibly have been more clearly demonstrated had a prestige index of occupations been available by which to classify the occupational responses on List IV.

Rankings of industries and occupations based upon other criteria, for example, "service to the community" and "financial opportunities", would no doubt add to our understanding of the relationship between occupational stereotypes and industrial prestige.

Table 7. Description of Group 4 - male.

Curriculum		Curriculum	
Agriculture	6	Industrial Arts	3
Architecture	1	Journalism	1
Arts & Science	9	Music	1
Chemistry	2	Physical Education	8
Economics	5	Physical Science	1
Geology	2	Pre-Vet	4
History and Government	2	Radio	2
Humanities	3		
		Total	50

Classification:

Freshman - 22; Sophomore - 20; Junior - 4; Senior - 3; Graduate - 1.

Description of Group 4 - female.

Curriculum		Curriculum	
Arts & Science	8	Journalism	2
Business	1	Music	3
Education	13	Physical Education	1
English	1	Pre-Med	1
History	1	Radio	1
Home Economics	16	Sociology	1
Humanities	1	Speech	2
		Total	52

Classification

Freshman - 22; Sophomore - 20; Junior - 6; Senior - 2; Graduate - 1;

Special - 1.

Table 8. Percentages of Responses on List IV according to Socio-economic Level.

Males - N - 50

Industry	: 0*	: 1	: 2	: 3	: 4	: 5	: 6	: 7	: 8	: 9
Aircraft Mfg.	34	0	2	2	40	18	0	0	0	4
Air Transport Co.s	2	0	0	2	88	4	0	0	0	4
Automobile Mfg. Co.s	28	0	0	4	46	18	0	0	0	4
Banks	0	0	18	82	0	0	0	0	0	0
Broadcasting Co.s	4	0	94	0	2	0	0	0	0	0
Bus Companies	0	0	4	0	2	94	0	0	0	0
Chemical Mfg.	88	0	2	6	0	4	0	0	0	0
Machinery Mfg. Co.s	24	8	0	20	38	4	0	0	0	6
Coal Mining	0	0	6	4	2	2	0	82	0	4
Education	98	0	0	0	0	0	0	0	0	2
Electric Light Co.s	16	0	0	4	32	46	0	0	0	2
Farming	0	84	0	0	0	0	10	0	0	6
Federal Government	2	0	26	68	0	0	0	0	0	4
Food Mfg. Co.s	14	2	4	30	24	24	0	2	0	0
Furniture Mfg.	10	0	2	26	22	28	0	0	0	12
Gen. Bldg. Construction	10	0	18	0	52	12	0	6	0	2
Hotels	0	0	38	24	0	0	0	0	34	4
Laundries	0	0	14	18	0	60	0	0	0	8
Local Government	8	0	58	8	24	0	0	0	0	2
Medical Services	90	0	2	2	0	2	0	0	0	4
Motion Picture Co.s	56	0	38	6	0	0	0	0	0	0
Oil Drilling Co.s	26	0	0	2	20	4	0	48	0	0
Publishing Co.s	62	0	6	10	16	4	0	0	0	2
Railroad Co.s	2	0	4	6	74	2	0	10	0	2
Real Estate Co.s	2	0	8	82	0	0	0	0	0	8
Retail Drug Co.s	0	0	70	28	0	0	0	0	0	2
Telephone Co.s	2	0	8	50	0	40	0	0	0	0
Trucking Co.s	0	0	4	2	2	90	0	0	0	2
Wholesale Drug Co.s	14	0	32	44	0	4	0	2	0	4

* Symbols employed by Alba Edwards' Alphabetical Index of Occupations by Industry and Social-economic Groups, (7), U. S. Department of Commerce, Bureau of the Census, Washington, 1937, to designate the following groups: 0 - Professional Persons; 1 - Farmers (owners and tenants); 2 - Proprietors, managers and officials (except farmers); 3 - Clerks and kindred workers; 4 - Skilled workers and foremen; 5 - Semi-skilled workers; 6 - Farm laborers; 7 - Other laborers; 8 - Servant classes; 9 - Indefinite and illegible.

Table 9. Percentages of Responses on List IV according to Socio-economic Level.

Females - N - 52

Industry	0*	1	2	3	4	5	6	7	8	9
Aircraft Mfg.	23	0	4	10	33	12	0	4	0	15
Air Transport Co.s	15	0	0	6	58	6	0	6	0	10
Automobile Mfg.	6	0	6	13	37	29	0	2	0	8
Banks	0	0	10	87	0	0	0	0	0	4
Broadcasting Co.s	4	0	87	6	0	0	0	0	0	4
Bus Companies	0	0	4	4	2	88	0	0	0	2
Chemical Mfg.	90	0	0	6	0	0	0	0	0	4
Machinery Mfg. Co.s	15	2	4	13	35	17	0	6	0	8
Coal Mining Co.s	0	0	4	2	2	0	0	92	0	0
Education	100	0	0	0	0	0	0	0	0	0
Electric Light Co.s	2	0	4	23	38	25	0	0	0	8
Farming	2	79	0	0	0	0	15	0	0	4
Federal Government	4	0	42	48	0	0	0	0	0	6
Food Mfg.	21	2	4	8	12	42	0	4	2	6
Furniture Mfg.	12	0	10	17	33	19	0	4	0	6
Gen. Bldg. Co.s	10	0	35	4	42	0	6	6	0	4
Hotels	2	0	27	33	0	0	0	0	35	4
Laundries	0	0	6	17	0	71	0	2	2	2
Local Government	2	0	79	4	13	0	0	0	0	2
Medical Services	98	0	0	2	0	0	0	0	0	0
Motion Picture Co.s	54	0	42	4	0	0	0	0	0	0
Oil Drilling Co.s	10	0	2	6	2	6	0	71	0	4
Publishing Co.s	42	0	8	27	12	6	0	0	0	6
Railroads	0	0	2	8	77	6	0	8	0	0
Real Estate Co.s	0	0	0	96	0	0	0	0	0	4
Retail Drug Co.s	2	0	88	10	0	0	0	0	0	0
Telephone Co.s	0	0	0	83	0	13	0	0	0	4
Trucking Co.s	0	0	0	2	0	98	0	0	0	0
Wholesale Drug Co.s	15	0	33	38	0	8	0	0	0	6

* Symbols employed by Alba Edwards' Alphabetical Index of Occupations by Industry and Social-economic Groups, (7), U. S. Department of Commerce, Bureau of the Census, Washington, 1937, to designate the following groups: 0 - Professional Persons; 1 - Farmers (owners and tenants); 2 - Proprietors, Managers and officials (except farmers); 3 - Clerks and kindred workers; 4 - skilled workers and foremen; 5 - semi-skilled workers; 6 - farm laborers; 7 - other laborers; 8 - servant classes; 9 - indefinite and illegible. See also Appendix for further description of the groups.

Table 10. Industries ranked according to the percent of responses on List IV which were in the upper four levels on socio-economic scale.

Male group - N - 50		
Rank Order	Industry	Percent of responses in upper four levels
1.5	Banks	100
1.5	Motion Picture Companies	100
4.	Broadcasting Companies	98
4.	Education	98
4.	Retail Drug Companies	98
6.5	Chemical Manufacturing Cos.	96
6.5	Federal Government	96
8.	Medical Services	94
9.	Real Estate Companies	92
10.	Wholesale Drug Companies	90
11.	Farming	84
12.	Publishing Companies	78
13.	Local Government	74
14.5	Hotels	60
14.5	Telephone Companies	60
16.	Machinery Mfg. Companies	52
17.	Food Mfg. Companies	50
18.5	Aircraft Mfg. Companies	38
18.5	Furniture Mfg. Companies	38
20.5	Automobile Mfg. Companies	32
20.5	Laundries	32
22.	Oil Drilling Companies	30
23.	Gen. Building Const. Companies	28
24.	Trucking Companies	26
25.	Electric Light Companies	20
26.	Railroads	12
27.	Coal Mining Companies	10
28.5	Air Transport Companies	4
28.5	Bus Companies	4

Correlated with males, List I = .50

Correlated with females, List IV = .94

Table 11. Industries ranked according to the percent of responses on List IV which were in the upper four levels on socio-economic scale.

Female group - N = .52		
Rank Order:	Industry	Percent of responses in upper four levels
2.5	Education	100
2.5	Medical Services	100
2.5	Motion Picture Companies	100
2.5	Retail Drug Companies	100
5.5	Banks	97
5.5	Broadcasting Companies	97
7.5	Chemical Mfg. Companies	96
7.5	Real Estate Companies	96
9.	Federal Government	94
10.	Wholesale Drug Companies	86
11.	Local Government	85
12.	Telephone Companies	83
13.	Farming	81
14.	Publishing Companies	77
15.	Hotels	62
16.	Gen. Bldg. Construction Companies	49
17.	Furniture Mfg. Companies	39
18.	Aircraft Mfg. Companies	37
19.	Food Mfg. Companies	35
20.	Machinery Mfg. Companies	34
21.	Electric Light Companies	29
22.	Automobile Mfg. Companies	25
23.	Laundries	23
24.	Air Transport Companies	21
25.	Oil Drilling Companies	18
26.	Railroad Companies	10
27.	Bus Companies	8
28.	Coal Mining Companies	6
29.	Trucking Companies	2

Correlated with females, List I = .70

Correlated with males List IV = .94

Influence of Respondent's Employment Preference

List V. Forty-four males and thirty-two females ranked this list. They were members of two different classes in General Psychology. There was a much greater diversity of curricular interest in the male group than in the female group. Sixty-nine percent of the women were in Home Economics.

In this method the students were asked to rank the industries in the order of their preference for employment.

The most noticeable fact about the data collected from List V was the great difference in the responses of males and females.

It is of interest also to note the advance of Oil Drilling on the male responses from a median rank order of 25 indicated on List I to position number 3 on the employment preference rating. Banks, Local Government and Medical Services were all ranked appreciably lower by males on employment preference than they were on social prestige as indicated on List I.

The placing of Federal Government in position 19 and Local Government in a similarly low position in the rank order for the female group is a marked deviation from the previous findings. The median rank order for Air Transport in the female responses was 2 as compared with 11.5 on List I.

The findings obtained by List V are as follows:

a. Male and female preferences differ markedly when considering

industries for employment, as evidenced by rho .32*.

b. It would appear that males tend to associate a low or intermediate percent of "white collar" responses with certain industries and yet rank them near the top for employment preference - - note particularly Oil Drilling, Aircraft Manufacturing and Automobile Manufacturing.**

c. When compared by sex with prestige ranking of industries obtained by the base method, List I, it was found that:

1) There was 62% overlapping of industries in each third of the two male rank orders and 66% overlapping of industries in each third of the two female rank orders.

2) Correlation between the two male groups was .57*** and between the two female groups was .68***.

d. When the results obtained on the employment preference list were compared with the results obtained by methods II and III, it was found that:

1) There was a correlation of .68*** for males of List II and a correlation of .50*** with List II for females.

2) There was a correlation of .53*** with List III for males and a correlation of .61*** with List III for females.

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* Since the correlation of .32 is not significant at either the one percent or five percent level, it was impossible to assume that a consistent pattern exists for the order in which college students prefer employment in various industries. Another study comparing, by sexes, the employment preferences with those obtained here might demonstrate such a pattern to exist. The significant intercorrelations between the rankings obtained by this method and the other methods employed in this study indicate a rather consistent attitude within each sex toward the industries considered.

** The possible association of war-time high wages with those industries might account in part for this; also, the characteristics of the rather small sample of males ranking List V - 9% Geology, 14% Engineering, 16% Business - should be kept in mind.

*** Significant at the one percent level.

3) There was a correlation of .15 with List IV (arranged according to social level of occupation response) for males and a correlation of .60* with List IV for females.

The comparison of the rankings on List Viwith those obtained by the base method and the other methods employed in this study suggest that employment preferences and industrial prestige have a significant but moderate relationship.

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* Significant at the one percent level.

Table 12. Employment Preference List (Group 5 - male)

Median Rank Order	Industry	Median	Q
1.	Aircraft Manufacturing Companies	6.75	4.20
2.	Farming	7.00	11.67
3.	Oil Drilling Companies	7.83	6.00
4.5	Air Transport Companies	8.50	6.25
4.5	Automobile Mfg. Companies	8.50	6.15
6.	Broadcasting Companies	8.75	6.91
7.	Education	9.50	7.50
8.	Motion Picture Companies	10.17	3.87
9.	Federal Government	12.00	4.75
10.5	Gen. Building Construction Cos.	12.17	5.00
10.5	Railroad Companies	12.17	4.25
12.	Banks	12.25	7.25
13.	Medical Services	12.50	11.66
14.	Chemical Mfg. Companies	13.50	7.12
15.	Companies Mfg. Machinery	14.17	6.30
16.	Electric Light Companies	14.50	4.75
17.	Telephone Companies	15.07	3.91
18.	Real Estate Companies	15.83	5.50
19.	Hotels	17.00	7.50
20.	Furniture Mfg. Companies	17.50	4.75
21.5	Trucking Companies	18.00	5.91
21.5	Wholesale Drug Companies	18.00	4.00
23.	Food Mfg. Companies	18.75	4.12
24.	Local Government	19.25	6.00
25.	Publishing Companies	19.50	6.50
26.5	Bus Companies	20.83	3.12
26.5	Retail Drug Companies	20.83	5.50
28.	Coal Mining Companies	25.50	5.12
29.	Laundries	26.67	1.83

Description of Group 5 - male:

Curriculum		Curriculum		Curriculum	
Agriculture	8	Geology	4	Physical Ed.	3
Arts & Science	1	History	1	Physics	1
Biology	1	Humanities	1	Pre-Med	2
Business	7	Mathematics	1	Pre-Vet	6
Engineering	6	Music Educ.	1	Total	44

Classification:

Freshman - 11; Sophomore - 23; Junior - 6; Senior - 4; Graduate - 0.

Table 13. Employment Preference List (Group 5 - female)

Median Rank Order	Industry	Median	Q
1.	Education	1.30	1.13
2.	Air Transport Companies	5.83	3.33
3.5	Banks	6.50	3.62
3.5	Medical Services	6.50	4.32
5.	Broadcasting Companies	7.00	3.50
6.	Motion Picture Companies	9.00	4.16
7.	Publishing Companies	9.17	2.50
8.	Telephone Companies	9.50	4.50
9.	Farming	10.50	9.55
10.	Hotels	11.83	7.25
11.	Food Mfg. Companies	12.00	5.50
12.	Real Estate Companies	12.50	4.50
13.	Furniture Mfg. Companies	13.25	6.00
14.	Retail Drug Companies	14.50	6.08
15.5	Aircraft Mfg. Companies	16.00	3.75
15.5	Electric Light Companies	16.00	4.75
17.5	Railroad Companies	16.50	5.00
17.5	Wholesale Drug Companies	16.50	5.00
19.	Federal Government	17.50	8.50
20.	Local Government	18.00	7.00
21.5	Automobile Mfg.	18.50	3.75
21.5	Bus Companies	18.50	3.29
23.	Gen. Bldg. Construction Companies	20.00	4.60
24.	Machinery Mfg. Companies	21.17	2.87
25.	Chemical Mfg. Companies	21.83	6.00
26.	Oil Drilling Companies	22.75	5.08
27.	Trucking Companies	23.83	3.75
28.	Laundries	25.00	4.83
29.	Coal Mining Companies	27.75	2.35

Description of Group 5 - female:

Curriculum		Curriculum	
Arts & Science	2	Humanities	2
Education	4	History	1
Home Economics	22	Speech	1
		Total	32

Classification:

Freshmen - 16; Sophomore - 16; Junior - 0; Senior - 0; Graduate - 0.

Ranking of Competitive Industries

When the prestige rankings of industries obtained on Lists I, II, and III were examined from the standpoint of competitive industries, the following general trends seemed to be evident.*

Both mining industries were near the bottom, with Oil Drilling ranking slightly higher than Coal Mining.

In manufacturing, the Aircraft industry usually ranked about five positions higher than the Automobile industry. Other manufacturing industries most frequently appeared in the following order: Chemical Manufacturing, Publishing, Companies Manufacturing Machinery, Food Manufacturing and Furniture Manufacturing.

In the field of transportation, Air Transport ranked considerably higher than Railroad Companies, which in turn ranked higher than Bus Companies and Trucking Companies.

Federal Government had a slightly higher ranking than Local Government.

Retail Drug Companies and Wholesale Drug Companies alternated in ranking one above the other. Three or four positions (in the lower half of the rank order) usually separated the two industries.

Broadcasting Companies ranked from five to twelve positions above Telephone Companies in the field of communications.

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* Table 15, Appendix, Lists all median ranks.

SUMMARY AND CONCLUSIONS

Data gathered by means of the base method indicated that a prestige hierarchy of industries did exist among the college students who ranked the list. This conclusion is based upon the findings that: 1. median ranking of industries spread themselves over a wide range, and 2. the correlation between the median rankings of the twenty-nine industries in the male and female groups was .90, significant at the one percent level. This indicated that such ratings were relatively uninfluenced by sex as well as demonstrated a consistency of ranking from one group to another.

When an attempt was made to determine whether the stereotype occasioned by the term executive or laborer made any difference in the rankings of the industries, it was found that students ranked the industries in very much the same manner as they did in the base method when no occupational control was indicated. Correlations of Lists II and III rankings with rankings obtained by the base method ranged from .78 to .92 and were all significant at the one percent level. This suggested that the industrial stereotype existed to the extent that it colored the student's thinking concerning any level occupation within an industry.

Even though the suggested occupational stereotypes had no influence upon the rankings of the industries, it was apparent from the significant correlations between the base method and the arrangement of industries according to socio-economic level of occupational responses

in method IV, that an occupational stereotype may underlie or contribute to the industrial stereotype. Of course, there is also the possibility that the influence flows in the other direction, that because certain occupations are popularly associated with high prestige industries those occupations have also taken on a high prestige value. For example, without substantiating evidence in either direction, one might reason thus: banks have the community's money, they are therefore held in high esteem; "white collar" workers are employed in banks, therefore they also have high esteem.

Ranking of industries according to preference for employment indicated significant correlation by respective sexes with the prestige ranking given the same industries according to the base method. Employment preference between males and females did not correlate significantly.

We may conclude that:

a. A prestige hierarchy exists among industries.

b. The industrial stereotype causes students to rank industries in a similar order even when considering different occupational levels in those industries.

c. There is a strong tendency for industries with which students predominantly associate high or low prestige occupations also to rank high or low respectively in industrial prestige.

d. In many instances, the same stereotype which causes students to rank the prestige of certain industries high or low may influence them also to choose or reject the same industries for employment. This does

not appear to be a crucial determinant of industrial prestige however.

SUGGESTIONS FOR FURTHER RESEARCH

The purpose of this preliminary study was to determine the existence of a prestige hierarchy of industries. Further study needs to be done to determine, a) the characteristics of the stereotypes associated with this hierarchy and, b) factors related to the stereotypes.

To examine the characteristics of the stereotypes, an analysis similar to that made by Osgood and Stagner (16) of occupational prestige stereotypes would be of value. Rankings of industries based upon other criteria than prestige, for example, "service to the community" and "financial opportunities" might well be conducted toward the same end. Further development of method IV could be accomplished by conducting a study to determine the prestige value of the most prevalent occupational responses obtained on List IV. This could also contribute to a better understanding of the characteristics of the industrial stereotypes.

Factors related to the stereotypes might be studied by using populations from several specialized curriculums on a college campus; and populations selected from the standpoint of geographical, industrial and occupational criteria. A study similar to the present one but with a different list of industries might be useful. Descriptive phrases could be added to the industries and the effect noted. Similarly, somewhat emotionally-laden terms might be used, e.g., lodging places, rooming houses,

cabin camps instead of hotels.

It would appear feasible to make a study relating the satisfaction of paired groups in similar occupations in industries of noticeably different social prestige to determine the relationship between industrial level and job satisfaction.

ACKNOWLEDGMENTS

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He is also much indebted to his wife, whose constant assistance in the tabulation of the data greatly aided in the accomplishment of this thesis.

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APPENDIX

Table 15. Median Ranks given each industry on Lists I, II, III, and V.

Industry	Group 1 M	Group 1 F	Group 2 M	Group 2 F	Group 3 M	Group 3 F	Group 5 M	Group 5 F
Aircraft Mfg. Companies	7.	16.	8.	5.	6.	8.	1.	15.5
Air Transport Companies	10.5	11.5	6.	10.	7.	12.5	4.5	2.
Automobile Manufacturing Cos.	12.	20.	5.	7.	11.	15.	4.5	21.5
Banks	2.	2.	1.5	2.	1.	1.	12.	3.5
Broadcasting Companies	8.5	7.	7.	6.	5.	7.	6.	5.
Bus Companies	26.	22.	25.	26.	24.	24.	26.5	21.5
Chemical Mfg. Cos.	15.	15.	10.	9.	13.5	9.5	14.	25.
Machinery Mfg. Cos.	16.	21.	11.5	18.	16.	19.	15.	24.
Coal Mining Companies	29.	29.	27.	28.	27.	29.	28.	29.
Education	3.	3.	4.	4.	15.	5.	7.	1.
Electric Light Companies	10.5	11.5	18.5	13.	13.5	12.5	16.	15.5
Farming	5.	5.	11.5	22.	4.	4.	2.	9.
Federal Government	4.	4.	3.	1.	2.	2.5	9.	19.
Food Mfg. Companies	17.	18.	17.	17.	18.	17.	23.	11.
Furniture Mfg. Companies	22.	24.	21.5	20.	22.	21.	20.	13.
Gen. Building Construction Cos.	13.5	13.	13.5	19.	23.	22.	10.5	23.
Hotels	21.	25.	21.5	25.	28.	26.	19.	10.
Laundries	28.	28.	29.	29.	29.	28.	29.	28.
Local Government	6.	6.	15.	8.	8.5	6.	24.	20.
Medical Services	1.	1.	1.5	3.	3.	2.5	13.	3.5
Motion Picture Companies	19.	10.	13.5	15.	12.	18.	8.	6.
Oil Drilling Companies	25.	26.	26.	23.	25.	25.	3.	26.
Publishing Companies	18.	9.	16.	12.	10.	9.5	25.	7.
Railroad Companies	20.	18.	9.	11.	20.	23.	10.5	17.5
Real Estate Companies	8.5	8.	20.	14.	8.5	11.	18.	12.
Retail Drug	21.	18.	24.	24.	19.	16.	26.5	14.
Telephone Companies	13.5	14.	18.5	16.	17.	14.	17.	8.
Trucking Companies	27.	27.	28.	27.	26.	27.	21.5	27.
Wholesale Drug Cos.	23.	23.	23.	21.	21.	20.	21.5	17.5

Breakdown by Industrial Group of items on List I according to Standard Industrial Classification Manual, Vol I Manufacturing Industries, Vol II Non Manufacturing Industries, (Washington: Government Printing Office, 1942).

A. Agriculture, forestry and fisheries
   1. Farming

B. Mining
   1. Coal Mining
   2. Oil Drilling

C. Construction
   1. Gen. Building Construction

D. Manufacturing
   1. Aircraft Manufacturing
   2. Automobile Manufacturing
   3. Chemical Manufacturing
   4. Machinery Manufacturing
   5. Food Manufacturing
   6. Furniture Manufacturing
   7. Publishing

E. Wholesale and retail trade
   1. Wholesale drug Companies
   2. Retail drug Companies

F. Finance, Insurance and real estate
   1. Banks
   2. Real Estate

G. Transportation, Communication and other public utilities
   1. Air Transport
   2. Broadcasting Stations
   3. Bus Companies
   4. Electric Light Companies
   5. Railroad Companies
   6. Telephone Companies
   7. Trucking Companies

H. Services
   1. Education
   2. Hotels
   3. Laundries
   4. Medical Services
   5. Motion Picture

I. Government
   1. Federal Government
   2. Local Government

Excerpt from Alphabetical Index of Occupations - by Industry and Social-economic Groups

The occupation classification . . . is that followed in the occupation tables of the Fifteenth Census reports on occupations. For purposes of the present index, these occupations have been rearranged into nine social-economic groups. To the nine social-economic groups have been added two additional groups - first, a group entitled "Indefinite, illegible and unknown occupation," for the classification of occupational designations which are too indefinite or tee illegible to be classified in the nine specified social-economic groups, and for the classification of workers whose occupations are omitted from the census returns; and second, a group entitled "New workers" for the classification of workers who have never had steady jobs but who want work. The eleven groups, each preceeded by its code symbol are as follows:

0. Professional persons
1. Farmers (owners and tenants)
2. Proprietors, managers and officials (except farmers)
3. Clerks and kindred workers
4. Skilled workers and foremen
5. Semi-skilled workers
6. Farm laborers
7. Other Laborers
8. Servant classes
9. Indefinite, illegible and unknown occupations
x. New workers

The composition of groups 0, 1, and 2 above, is probably sufficiently clear. Clerks and kindred workers - group 3 - are the so-called white collar workers. They are the clerical assistant to executives, officials, and business and professional men. They comprise office assistants, sales people, telegraph and telephone operators, and all the others doing various

types of clerical and kindred work. Skilled workers and foremen - group 4 - comprise foremen and the followers of skilled trades, such as blacksmith, carpenters, machinists etc. Semi-skilled workers - group 5 - include apprentices, machine tenders, workers in the needle trades, etc. They are the manual workers who have a moderate degree of skill and manual dexterity. Groups 6, 7, and 8 include the laborers and the different servant classes. These are the unskilled workers. Most of them have no special training.

The grouping of the gainful workers here presented is not based on skill except in the case of groups 4 to 8 inclusive. Most of the occupations included in these groups may be more or less readily classified by skill.

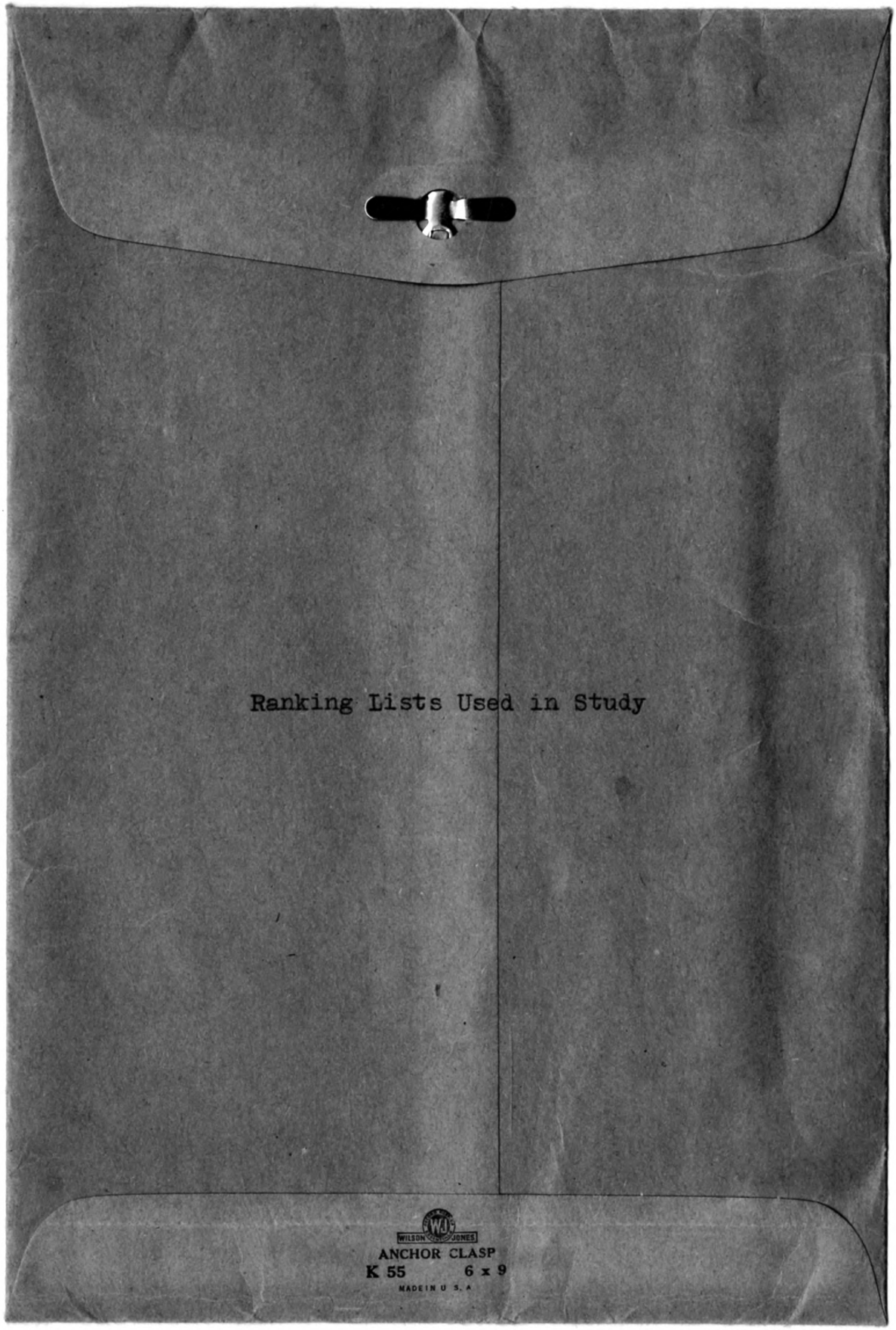
In the construction of these five groups those occupations are considered skilled for pursuance of which a long period of training or an apprenticeship is usually necessary, and which in their pursuance call for a degree of judgment and of manual dexterity, one or both, above that required by semi-skilled occupations. Those occupations are considered semiskilled for the pursuance of which only a short period or no period of preliminary training is necessary, and which in their pursuance call for only a moderate degree of judgment or manual dexterity. Unskilled occupations (groups 6, 7, and 8) are considered to include those pursuits, the workers in which usually require no special training, judgment or manual dexterity, but supply mainly muscular strength for the performance of course, heavy work.

Author's note: Group "X - New workers" was not pertinent to this

study and was not included. Alba M. Edwards has prepared a more recent classification of social-economic groups in Population: Comparative Occupational Statistics for the United States, 1870 - 1940 (8). The arrangement is similar to that used in this study:

1. Professional Persons
2. Proprietors, Managers and Officials
   - 2.a Farmers (Owners and Tenants)
   - 2.b Wholesale and Retail Dealers
   - 2.c Other Proprietors, Managers and Officials
3. Clerks and Kindred Workers
4. Skilled Workers and Foremen
5. Semi-Skilled Workers
6. Unskilled Workers
   - 6.a Farm Workers
   - 6.b.c. Laborers, Except Farm
   - 6.d Servant Classes

The earlier arrangement was employed in this study because it included an index to which reference could be made for classification of occupations. The later publication did not include an occupational index.


Ranking Lists Used in Study
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SOCIAL STATUS OF INDUSTRIES Base Method - List I

In most communities certain industries are accorded a higher rating than others. There is a tendency for us to "look up to" persons engaged in some industries and "down on" those engaged in others. We may even be ashamed or proud of our relatives because of the industry in which they work. In the following list are 29 industries which you are to rank according to what you think their social standing is in your community or state. Do not think of a particular firm or a particular job in that firm, but think of the industry as a whole. After that industry which you think is most "looked up to" place the number "1"; after that which occupies second place in this respect the number "2"; and so on until finally you place the number "29" after the industry which receives the lowest social rating. Use a pencil so you can erase if you want to change your rating of any industry. To avoid confusion as you rank an industry with a number, cross out that number below.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Social Rank

1. _____ Aircraft Manufacturing Companies
2. _____ Air Transport Companies
3. _____ Automobile Manufacturing Companies
4. _____ Banks
5. _____ Broadcasting Companies
6. _____ Bus Companies
7. _____ Chemical Manufacturing Companies
8. _____ Companies Manufacturing Machinery
9. _____ Coal Mining Companies
10. _____ Education
11. _____ Electric Light Companies
12. _____ Farming
13. _____ Federal Government
14. _____ Food Manufacturing Companies
15. _____ Furniture Manufacturing Companies
16. _____ General Building Construction Companies
17. _____ Hotels
18. _____ Laundries
19. _____ Local Government
20. _____ Medical Services
21. _____ Motion Picture Companies
22. _____ Oil Drilling Companies
23. _____ Publishing Companies
24. _____ Railroad Companies
25. _____ Real Estate Companies
26. _____ Retail Drug Companies
27. _____ Telephone Companies
28. _____ Trucking Companies
29. _____ Wholesale Drug Companies

Curriculum_____ Year in School_____ Date_____ Sex___ Age___

Father's Occupation_____ Father's Industry_____

Occupation you expect to enter_____ Industry you expect to enter_____

List II

SOCIAL STATUS OF INDUSTRIES

In most communities certain industries are accorded a higher rating than others. There is a tendency for us to "look up to" persons engaged in some industries and "down on" those engaged in others. We may even be ashamed or proud of our relatives because of the industry in which they work. In the following list are 29 industries which you are to rank according to what you think the social standing of an executive in each of the industries is in your community or state. Do not think of a particular firm but think of the industry as a whole and then think how an executive in that industry would rank socially as compared with executives from the other industries on this list. After that industry whose executive you think is the most "looked up to" place the number "1"; after that industry which occupies second place in this respect place the number "2"; and so on until finally you place the number "29" after the industry which receives the lowest social rating. Use a pencil so you can erase if you want to change your rating of any industry. To avoid confusion as you rank an industry with a number, cross out that number below.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Social Rank

1. _____ Aircraft Manufacturing Companies
2. _____ Air Transport Companies
3. _____ Automobile Manufacturing Companies
4. _____ Banks
5. _____ Broadcasting Companies
6. _____ Bus Companies
7. _____ Chemical Manufacturing Companies
8. _____ Companies Manufacturing Machinery
9. _____ Coal Mining Companies
10. _____ Education
11. _____ Electric Light Companies
12. _____ Farming
13. _____ Federal Government
14. _____ Food Manufacturing Companies
15. _____ Furniture Manufacturing Companies
16. _____ General Building Construction Companies
17. _____ Hotels
18. _____ Laundries
19. _____ Local Government
20. _____ Medical Services
21. _____ Motion Picture Companies
22. _____ Oil Drilling Companies
23. _____ Publishing Companies
24. _____ Railroad Companies
25. _____ Real Estate Companies
26. _____ Retail Drug Companies
27. _____ Telephone Companies
28. _____ Trucking Companies
29. _____ Wholesale Drug Companies

Curriculum _____ Year in School _____ Date _____ Sex ___ Age ___

Father's Occupation _____ Father's Industry _____

Occupation you expect to enter _____ Industry you expect to enter _____

SOCIAL STATUS OF INDUSTRIES List III

In most communities certain industries are accorded a higher rating than others. There is a tendency for us to "look up to" persons engaged in some industries and "down on" those engaged in others. We may even be ashamed or proud of our relatives because of the industry in which they work. In the following list are 29 industries which you are to rank according to what you think the social standing of a <u>laborer</u> in each of the industries is in your community or state. Do not think of a particular firm but think of the industry as a whole and then think how a laborer in that industry would rank socially as compared with a laborer from the other industries on this list. After that industry whose laborers you think are the most "looked up to" place the number "1"; after that industry which occupies second place in this respect place the number "2" and so on until finally you place the number 29 after the industry which receives the lowest social rating. Use a pencil so you can erase if you want to change your rating or any industry. To avoid confusion as you rank in industry with a number, cross out that number below.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Social Rank

1. _____Aircraft Manufacturing Companies
2. _____Air Transport Companies
3. _____Automobile Manufacturing Companies
4. _____Banks
5. _____Broadcasting Companies
6. _____Bus Companies
7. _____Chemical Manufacturing Companies
8. _____Companies Manufacturing Machinery
9. _____Coal Mining Companies
10. _____Education
11. _____Electric Light Companies
12. _____Farming
13. _____Federal Government
14. _____Food Manufacturing Companies
15. _____Furniture Manufacturing Companies
16. _____General Building Construction Companies
17. _____Hotels
18. _____Laundries
19. _____Local Government
20. _____Medical Services
21. _____Motion Picture Companies
22. _____Oil Drilling Companies
23. _____Publishing Companies
24. _____Railroad Companies
25. _____Real Estate Companies
26. _____Retail Drug Companies
27. _____Telephone Companies
28. _____Trucking Companies
29. _____Wholesale Drug Companies

Curriculum _____Year in School_____Date_____Sex___Age___
Father's Occupation _____Father's Industry _____
Occupation you expect to enter _____Industry you expect to enter_____

INDUSTRY - OCCUPATION

This is part of the research for a thesis that is attempting to study occupational and industrial relationships. Twenty-nine industries will be read one at a time to you. After the name of an industry has been read, a short interval will be allowed for you to write the name of the <u>first</u> occupation that comes to your mind when the industry is mentioned. The value of the study will in a large measure depend upon the faithfulness with which you record the <u>first</u> occupation that comes to mind.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____

Curriculum_____Year In School _____Date_____Sex_____Age_____
Father's Occupation _____Father's Industry_____
Occupation you expect to enter _____Industry you expect to enter_____

List V

In many industries there are a variety of positions. Frequently an individual is unable to secure employment in an industry that is his first choice, he then turns to an industry that is his second choice. Listed below are 29 industries. You are asked to rank them in order of your preference for employment. Do not think of a particular firm but think of the industry as a whole. After that industry you think you would most enjoy being associated with, place the number "1"; after that industry which occupies second place in this respect place the number "2" and so on until finally you place the number "29" after the industry you would find <u>least</u> attractive. Use a pencil so you can erase if you want to change your rating for any industry. To avoid confusion, as you rank an industry with a number cross out that number below

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

1. _____ Aircraft Manufacturing Companies
2. _____ Air Transport Companies
3. _____ Automobile Manufacturing Companies
4. _____ Banks
5. _____ Broadcasting Companies
6. _____ Bus Companies
7. _____ Chemical Manufacturing Companies
8. _____ Companies Manufacturing Machinery
9. _____ Coal Mining Companies
10. _____ Education
11. _____ Electric Light Companies
12. _____ Farming
13. _____ Federal Government
14. _____ Food Manufacturing Companies
15. _____ Furniture Manufacturing Companies
16. _____ General Building Construction Companies
17. _____ Hotels
18. _____ Laundries
19. _____ Local Government
20. _____ Medical Services
21. _____ Motion Picture Companies
22. _____ Oil Drilling Companies
23. _____ Publishing Companies
24. _____ Railroad Companies
25. _____ Real Estate Companies
26. _____ Retail Drug Companies
27. _____ Telephone Companies
28. _____ Trucking Companies
29. _____ Wholesale Drug Companies

Curriculum_____ Year in School_____ Date_____ Sex____ Age___
Father's Occupation_____ Father's Industry_____
Occupation you expect to enter_____ Industry you expect to enter_____

A PRELIMINARY STUDY OF THE SOCIAL PRESTIGE OF INDUSTRIES

by

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PURPOSE AND NEED

The purpose of this study was twofold: a) to attempt to discover whether or not a social status or prestige hierarchy existed among industries, and, b) to examine certain methodological considerations which might affect the results in sampling for this stereotype. This was an exploratory study and was limited to a college population.

It has been demonstrated repeatedly that a prestige hierarchy of occupations exists, beginning with the pioneer study of George S. Counts in 1925. Data from these studies has been employed by guidance workers and people in industrial personnel to assist young people in their vocational choices and in the communication of occupational information. The existence of a similar type of prestige stereotype associated with industries would appear logical, although to the writer's knowledge no comparable study has been made. If an industrial hierarchy were known to exist, information concerning it could possibly prove useful in a fashion similar to that of social prestige of occupations. The continuing need for more adequate understanding of the way in which youth views the world of work justifies this study of social prestige of industries.

PROCEDURES AND FINDINGS

As a base method, a list of twenty-nine representative industries was prepared and presented to students at Kansas State College to be

ranked according to the social prestige they associated with each industry. Rho, .90, between males and females completing the ranking of List I was significant at the one percent level of confidence. This indicated that such ratings are relatively uninfluenced by sex and demonstrated the consistency of rankings from one group to another.

In an attempt to discover whether the stereotype occasioned by the terms executive and laborer made any difference in the ranking of industries, Lists II and III were prepared. Using the same industries as List I, List II asked the students to rank executives in the various industries according to the social status they held in the student's community. List III asked the students to rank laborers in those industries according to their social standing in the community. Intercorrelations of Lists II and III rankings with rankings obtained by the base method, List I, were all significant at the one percent level, ranging from .78 to .92. This indicated the existence of a prestige hierarchy greatly similar to that found by List I. The association of a high or low level occupational stereotype with each industry did not appear to alter greatly the students' ranking of the twenty-nine industries.

Method IV attempted to determine the level of occupations most frequently associated with each of the twenty-nine industries, as a further effort to determine the influence of occupational stereotypes on industrial prestige. The industries were read one at a time to the students and they were allowed fifteen seconds in which to write down the first occupation that came to mind. The responses were arranged in

nine socio-economic levels according to the Alphabetical Index of Occupations published by the Bureau of Census. The percent of responses in each level was computed for each industry and the industries arranged according to percent of "white collar" (upper four socio-economic levels) responses obtained. Correlations of this ranking with median rank orders obtained by the base method was .50 for males and .70 for females. Correlations between males and females completing List IV was .94. These correlations were significant at the one percent level and indicated a definite uniformity of opinion regarding the levels of occupation associated with each industry and suggested that the stereotype underlying the industrial prestige hierarchy may be at least in part, an occupational stereotype.

To determine the influence of employment preference on the ranking of industrial prestige, List V was used. With this method, students were asked to rank the same twenty-nine industries on order of preference for employment. Correlation between males and females ranking employment preference was not significant at either the one or five percent levels; therefore it was not possible to assume that a consistent pattern existed for the order in which college students prefer employment in various industries. The fact that there were correlations of .57 and .68 with respective sexes on List I and also significant correlations with the other lists suggests that there is a consistent attitude within each sex toward the industries concerned.

On the basis of this study, it was concluded that:

1. A prestige hierarchy exists among industries.

2. The industrial stereotype causes students to rank industries in a similar order even when considering different occupational levels in those industries.

3. There is a strong tendency for industries with which students predominantly associate high or low prestige occupations also to rank high or low respectively in industrial prestige.

4. In many instances, the same stereotype which causes students to rank the prestige of certain industries high or low may also influence them to choose or reject the same industries for employment. This does not appear to be a crucial determinant of industrial prestige, however.